

| L Number | Hits | Search Text | DB | Time stamp |
|----------|--------|---|--|------------------|
| - | 0 | ("wo05889").PN. | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 10:59 |
| - | 0 | (pct/us99/16131.pct.).CCLS. | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 11:02 |
| - | 0 | pct/us99/16131.pct. | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 11:03 |
| - | 0 | pct/us99/16131.ptan. | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 11:03 |
| - | 194216 | 5589892.pn. and fee or compensation | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 11:04 |
| - | 0 | 5589892.pn. and (fee or compensation) | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 11:13 |
| - | 0 | 5589892.pn. and (profit) | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 11:04 |
| - | 2 | 5589892.pn. | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 11:13 |
| - | 0 | 5589892.pn. and (comission) | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 11:14 |
| - | 0 | 5589892.pn. and (commission) | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 11:14 |
| - | 1819 | 705/14.ccls. | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 14:15 |
| - | 2521 | 705/26.ccls. | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 14:15 |
| - | 0 | 705/14.ccls. and (referral adj fee with service with ((content adj provider) or subscription)) | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 14:17 |
| - | 0 | 705/26.ccls. and (referral adj fee with service with ((content adj provider) or subscription)) | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 14:17 |
| - | 0 | 705/14.ccls. and (referral adj fee with service with ((content adj provider) or subscription)) | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 14:18 |
| - | 0 | 705/14.ccls. and (referral adj4 fee with service with ((content adj provider) or subscription)) | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 14:18 |

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| - | 262 | 705/26.ccls. and (commission) | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 14:20 |
| - | 146 | 705/14.ccls. and (commission) | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 14:20 |
| - | 19 | 705/26.ccls. and (referral adj4 fee) | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 14:21 |
| - | 25 | 705/14.ccls. and (referral adj4 fee) | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 14:42 |
| - | 20 | (705/14.ccls. and (referral adj4 fee)) not (705/26.ccls. and (referral adj4 fee)) | USPAT; US-PGPUB; EPO; DERWENT | 2003/08/15 14:42 |

Harlsman

US-PAT-NO: 6363356

DOCUMENT-IDENTIFIER: US 6363356 B1

TITLE: Referrer-based system for try/buy
electronic software distribution

----- KWIC -----

Abstract Text - ABTX (1):

The present invention, generally speaking, makes possible an associates program for electronic content distribution by providing a mechanism whereby a referrer may be identified at the time of purchase in a download-then-pay system. In accordance with one embodiment of the invention, an identifier or marker is added to the electronic content at the time of download. Merchant and purchase location information may also be added. At the time of purchase, a commerce module retrieves the identifier and presents it to the merchant server. The commerce module may also form part of the download or may originate from another source. The identifier may be used for various purposes. For example, the identifier may be used, directly or indirectly, to identify a referrer, to whom a referral fee is then credited. Also, the identifier may be used to look up offer information, since the price at the time of purchase may be different than the offer price at the time of download. The invention is applicable not only to Try/Buy software distribution but more generally to download-then-pay electronic content distribution and rental programs.

Brief Summary Text - BSTX (5):

As electronic commerce matures, examples have emerged of successful business models for electronic commerce. One such successful model is an "associates program" of a type popularized by the Amazon.com bookseller site. An associate, someplace on the associate's Web site, mentions a recommended book and makes a link to the bookseller's catalog page for the book. The associate automatically begins earning referral fees for sales generated by these links. While some associate sites may be relatively obscure, other associate sites, such as on-line magazines, may be heavily trafficked.

Brief Summary Text - BSTX (10):

The present invention, generally speaking, makes possible an associates program for electronic content distribution by providing a mechanism whereby a referrer may be identified at the time of purchase in a download-then-pay system. In accordance with one embodiment of the invention, an identifier or marker is added to the electronic content at the time of download. Merchant and purchase location information may also be added. At the time of purchase, a commerce module retrieves the identifier and presents it to the merchant server. The commerce module may also form part of the download or may originate from another source. The identifier may be used for various purposes. For example, the identifier may be used, directly or indirectly, to identify a referrer, to whom a referral fee is then credited. Also, the identifier may be used to look up offer information, since the price at the time of purchase may be different than the offer price at the time of download. The invention is applicable not only to Try/Buy software distribution but more generally to download-then-pay electronic content

Graber et al

US-PAT-NO: 5812769

DOCUMENT-IDENTIFIER: US 5812769 A

TITLE: Method and apparatus for redirecting
a user to a new location on the world wide web using
relative universal resource locators

----- KWIC -----

Detailed Description Text - DETX (15):

Following either step 250 or 270, processing proceeds to step 280, where enrollment means 145 communicates with billing means 143 to determine whether the user is credit worthy. In addition, enrollment means 145 determines (based on the information stored in field 462) whether the user has enrolled as an active (i.e., non-trial) user. If the user is credit worthy and has enrolled as an active user, processing proceeds to step 285, where a payment record for paying a one-time bounty (or referral fee) to the co-marketer that directed the user to OLS 140 is created.

Current US Cross Reference Classification - CCXR (2):
705/26

Bezoos et al

US-PAT-NO: 6029141

DOCUMENT-IDENTIFIER: US 6029141 A

TITLE: Internet-based customer referral system

----- KWIC -----

Detailed Description Paragraph Table - DETL (2):

APPENDIX B

Amazon.com Associates

Program Weekly Activity Reports Every week, we e-mail our Associates a

detailed activity report so that they can track the effectiveness of their efforts. A sample of the report shows what you can expect to receive weekly:

Sample Weekly Activity Report Last Week's Sales Results

Note: This report

includes a column labeled "ORDERED," which is the weekly number of copies for

which orders have been placed through your special links. Only after these

orders are paid for and shipped will they actually count toward your referral

fee. Some of these orders may later be canceled; customers' credit cards may

be declined, and occasional returns should be expected; in any of these

cases, the referral fee will not be earned. The column labeled "HITS"

represents the number of times one of your visitors

clicked on a book (this

column can help you gauge your visitors' interest in the books you are

selling). The column labeled "REFERRAL FEE" represent the referral fees your

site has earned on orders. Please remember that we pay you based on orders

shipped, so your actual Referral Fee may be somewhat lower than the fee

stated here. Look for special notices in the titles listed below. They can

help you track books that may not pay referral fees and identify certain problems with the link format you may be using **1** indicates that this item is currently being featured at a discount of more than 30%. **2** indicates that this item is "special order" or carries no discount Other notes may indicate problems with a link format or items no longer carried in our

catalog. Quarter-to-Date Books Ordered: 105

Quarter-to-Date Qualified Book

Revenue: 4266.46 Quarter-to-Date Referral Fees: 519.04

Click-throughs and

sales by individual book for the week of 12-Jan-97 through 18-Jan-97 Store ID

mystore ISBN HITS ORDERED YOUR FEE TITLE 0534517072 4 2 1.70 **2** Earth

Online: An Internet Guide 2 sold at 0% off list price of 16.95 0672309599

3 0 0.00 Microsoft SQL Server 6.5 Db Survival G

0764530038 2 0 0.00 Danny

Goodman's JavaScript Handbook 0789704927 355 11 65.99

Building Delphi 2

Database Applications 11 sold at 20% off list price of 49.99 0789704943 2 0

0.00 Using VRML 0789707500 1 0 0.00 Delphi 2 Tutor: The Interactive Seminar

1568302894 110 6 8.10 **1** Creating Killer Web Sites: The A sold at 40% off

the list price of 45.00 Totals: 477 19 75.79

| | | | |
|------------------------------------|------------------------------------|--------------------|--|
| | | Number of Visitors | |
| on 19-Jan-97 68 | | | |
| Number of Visitors on 20-Jan-97 65 | Number of Visitors on 21-Jan-97 54 | | |
| Number of Visitors on 22-Jan-97 59 | Number of Visitors on 23-Jan-97 50 | | |
| Number of Visitors on 24-Jan-97 47 | Number of Visitors on 25-Jan-97 32 | Total | |
| Visitors this week 375 | | | |

NOTE: A

"Visitor" is a person who click on book links from your site, and is counted as 1 visitor (above) regardless of the number of different titles they click on. We keep track of this by watching their shopping cart ID, which remains the same for every book they click on. A "Hit" is any

person clicking on a
book link, and each click is counted as 1 hit. If the same
visitor click on 5
different titles, we record 1 visitor and 5 hits.
Therefore, you should expect
the number of visitors to be lower than the total number of
hits.

Current US Cross Reference Classification - CCXR (2):
705/26